Basic information

Ben

- 23 years old
- Infrastructure Engineer in Apple
- Euston, London
- Driven personality who loves solving problems

Bio

Ben is in his first year as an Infrastructure engineer for Apple. He graduated with a tech bachelors last year and managed to get a tech job in Apple. It was his dream come true and he has done exceptionally well in his first year in the company. He led projects on his own initiative and that is also due to her extroverted and driven personality. Can also be attributed to his desire to solve real world problems

Single, not married

Driven Infrastructure engineer

Has a good record of solving problems both professionally and personally

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about Ben

Interests

- Loves solving problems
- Enjoys team based activities whether they are events or sports
- Loves reading

Influences

- Forums
- Newspapers
- Apple internal forum

Goals

- Wants to have a good career in Apple
- Wants to do well enough to be able to lead more projects in Apple
- Wants to broaden his knowledge and improve his project portfolio

Needs and expectations

- Feels that current transport booking apps can be improved by algorithms and AI
- Wants to be able to add advanced features to the new app to distinguish from competition

Motivations

- Wants this new app to add to his personal / professional tech portfolio
- Wants a better transport app as a rider as he regularly requires transport to client meetings

Pain points and frustrations

- Feels that current transport booking apps do not predict how long journeys will take accurately
- Feels that current transport booking apps do not update progress of the ride effectively - crashed his phone a few times